Google Ads

PRESENTED BY - SHREYA LAPASIA

CONTENTS

PART A -DEMAND GEN CAMPAIGN

PART A - DEMAND GEN CAMPAIGN

Objective
Drive high-quality traffic to Tira's website, creating demand for its beauty products and increasing overall brand awareness. The aim is to engage potential customers before they actively search for beauty products.

Duration
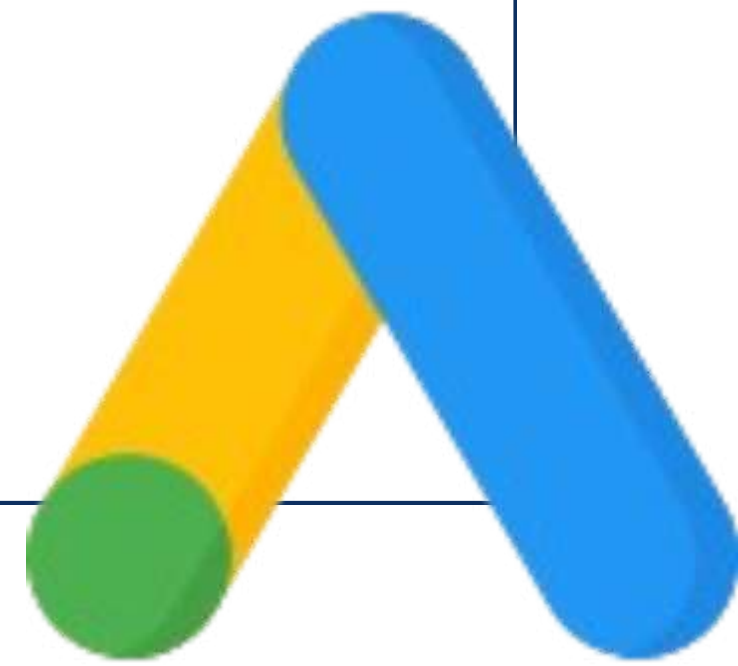Duration: 1 month (30 days)

Budget
Total Budget: ₹40,000
Daily Budget: ₹1,333 (₹40,000/30 days)

Metrics
Clicks | CTR | Conversion Rate
CPC | Impressions

CAMAPIGN LEVEL

CAMPAIGN GOAL

Justification-The Clicks campaign goal is ideal for demand generation as it focuses on driving traffic to the Tira website, ensuring that you only pay when users engage with the ad. This strategy helps efficiently increase awareness and build top-of-the-funnel traffic, crucial for attracting potential customers and encouraging app installs.
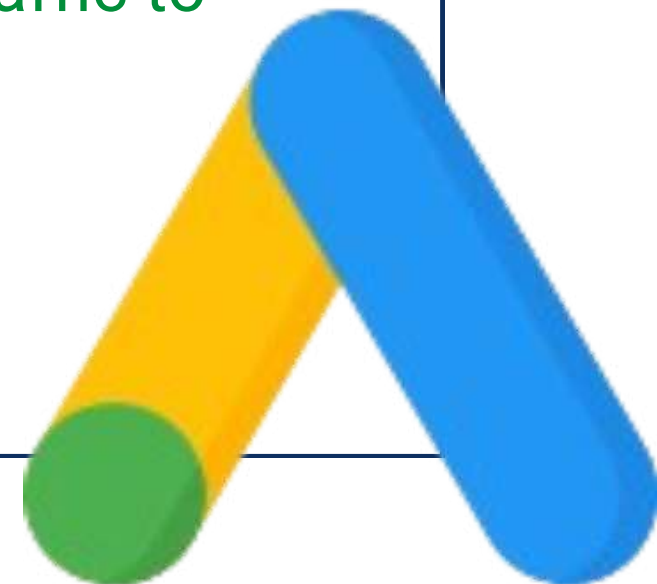
CAMPAIGN BUDGET & DATES

Budget and dates ⌃

Enter budget type and amount

| Daily ▼ | ₹ 1,674.00 |

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.

Learn more

✓ Your budget is now set to an amount that can help improve your campaign's performance.

Start date

Sep 29, 2024 ▼

Justification- The campaign is scheduled to run from September 29 2024, strategically aligning with the sales season to maximize visibility and engagement. The total budget of ₹1,00,000 is allocated equally, with ₹50,000 for Part A, resulting in a daily budget of approximately ₹1,667 for generating clicks and driving traffic.
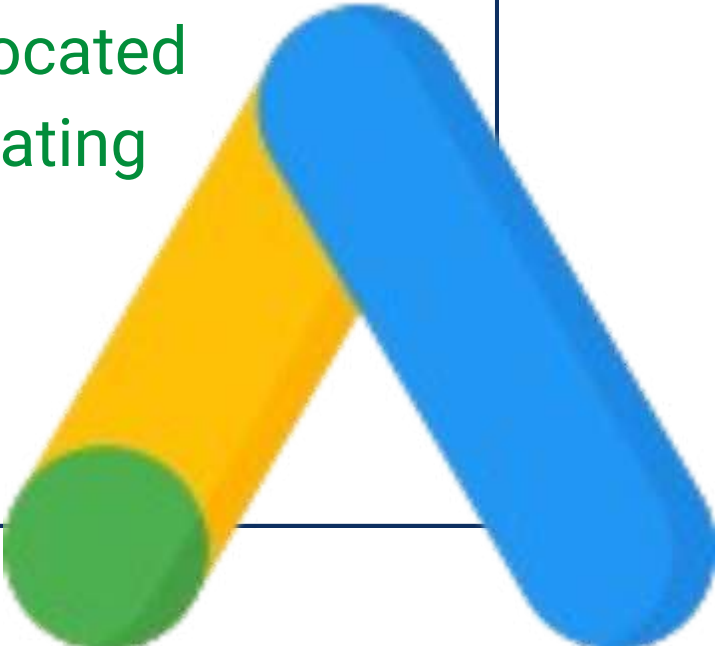
CAMPAIGN LOCATION

Locations

Select locations for this campaign ⑦

○ All countries and territories

○ India

◉ Enter another location

Locations (8)

Bengaluru, Karnataka, India city

Chennai, Tamil Nadu, India city

Delhi, Delhi, India city

Hyderabad, Telangana, India city

India country

Delhi, Delhi, India city

Hyderabad, Telangana, India city

India country

Kolkata, West Bengal, India city

Mumbai, Maharashtra, India city

Pune, Maharashtra, India city

Justification - By targeting Tier 1 cities like Bengaluru, Delhi, Mumbai, and others, the campaign is focused on regions with higher purchasing power and greater digital adoption. These cities provide the ideal audience for high engagement and conversion rates, ensuring the campaign reaches a tech-savvy and economically vibrant demographic.
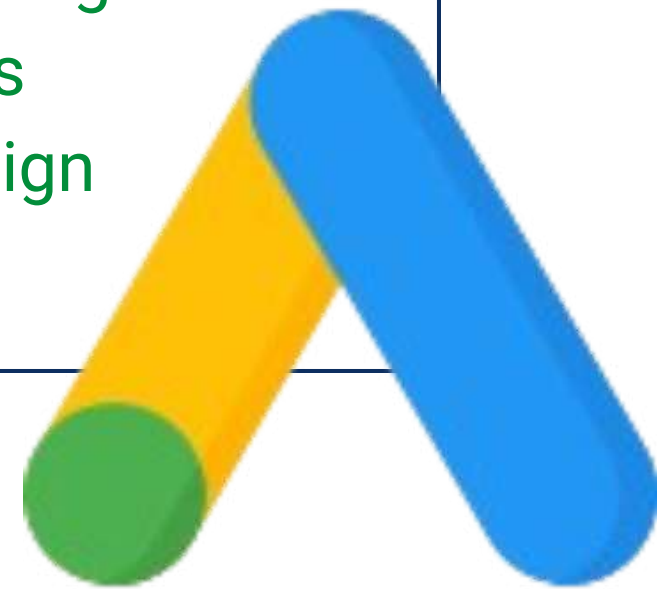
LANGUAGES

Languages

Select the languages your customers speak. ⓘ

🔍 Start typing or select a language

All languages

Justification-Choosing all languages for my campaign ensures that I can reach and engage with a diverse, global audience. This inclusive approach not only maximizes my campaign's impact but also demonstrates my commitment to valuing all customers, regardless of their native language.
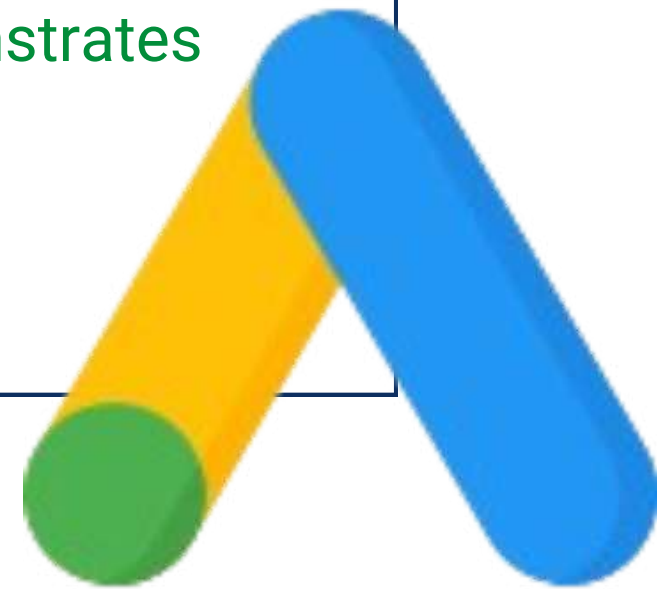
DEVICE PLACEMENTS

Devices

◉ Show on all eligible devices (computers, mobile, tablet, and TV screens)

○ Set specific targeting for devices

Justification-Using all devices for ad placement is beneficial for a campaign because it ensures that the advertisement reaches a broader audience. By targeting computers, mobiles, tablets, and TV screens, advertisers can engage users in different environments and usage scenarios. This multi-device approach increases the likelihood of ad interaction and conversion, ultimately enhancing the overall effectiveness and success of the campaign.
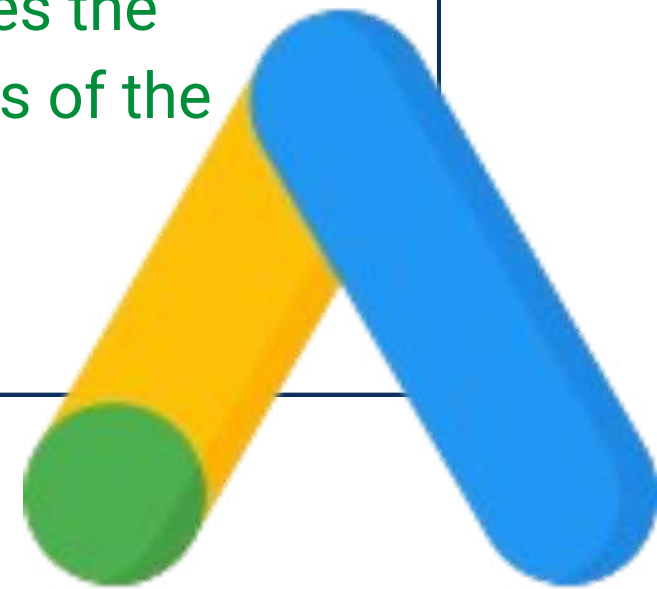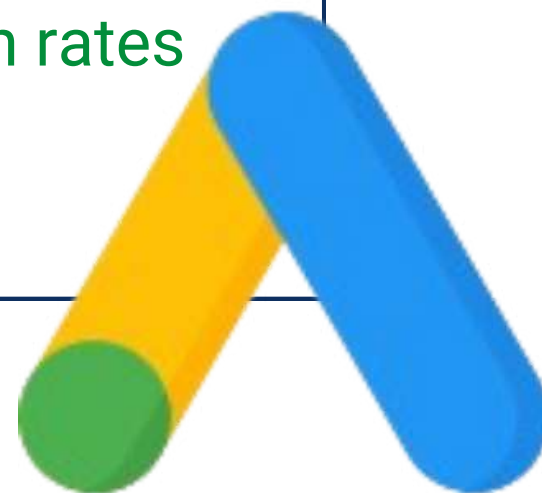
AD SCHEDULE

Ad schedule

| All days ▼ | 12:00 AM | to | 12:00 AM |

Add

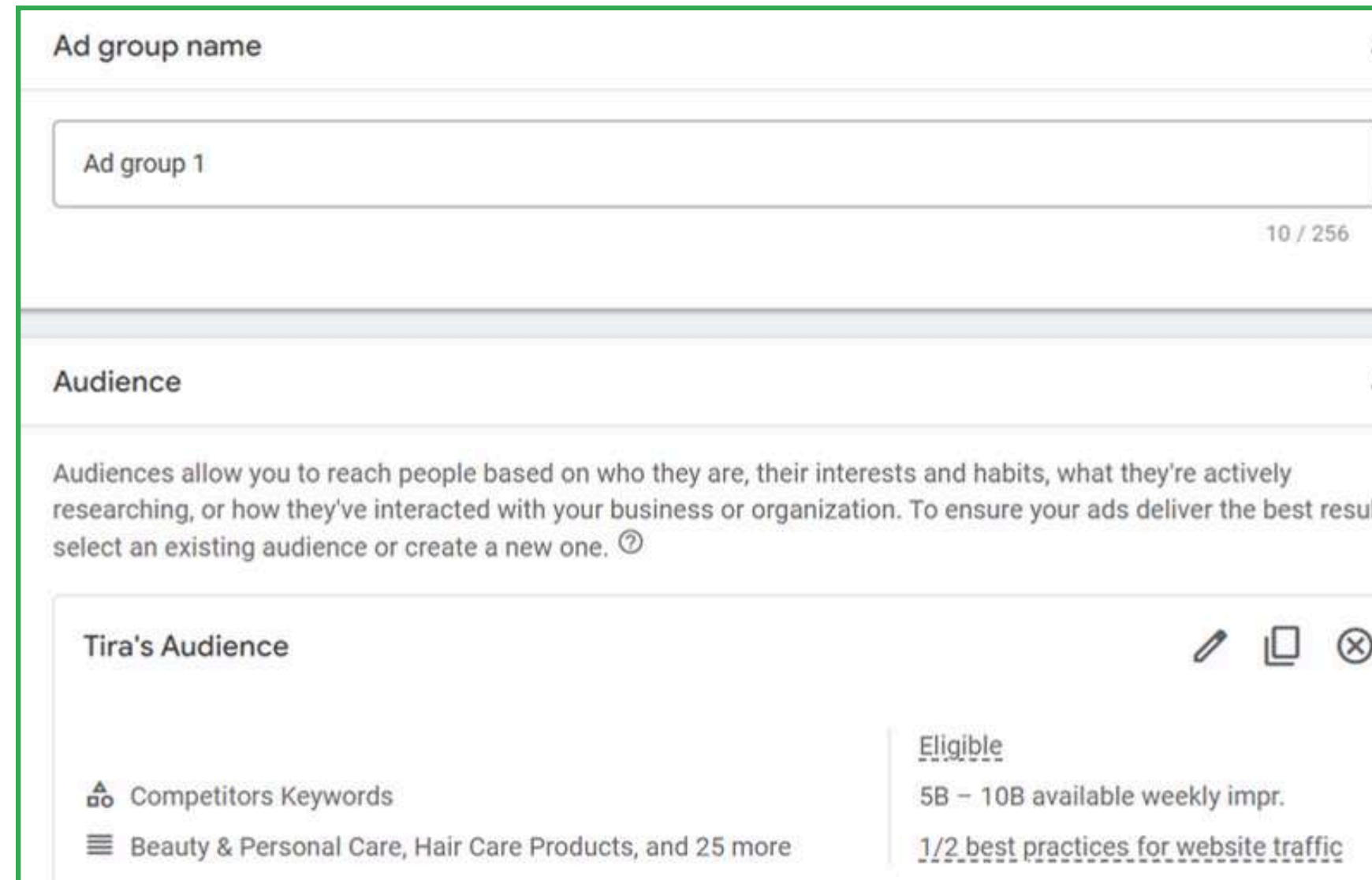Based on account time zone: (GMT+05:30) India Standard Time

Justification- The ad schedule shown in the image is set to run continuously every day, starting and ending at midnight. This approach ensures that the ads are always visible, maximizing exposure and reach. By running ads 24/7, you can capture the attention of users at any time, accommodating different browsing habits and time zones, which can lead to higher engagement and conversion rates
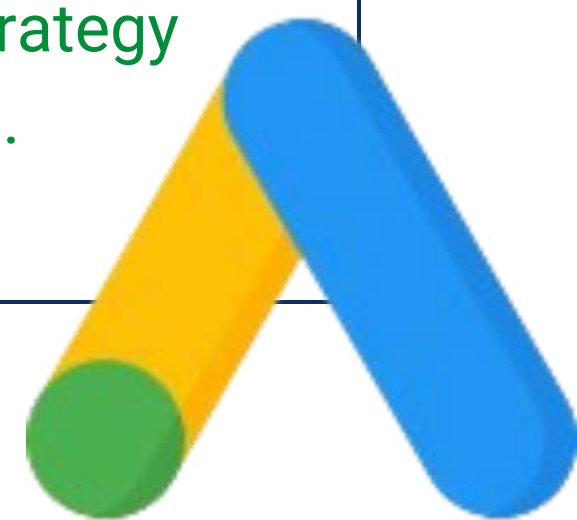
AD GROUP LEVEL

AD GROUP LEVEL

Justification - Using competitors' keywords for audience targeting ensures your ads reach users already interested in similar products, increasing the likelihood of engagement and conversions. This strategy leverages existing market demand, optimizing ad spend and enhancing campaign effectiveness.

AUDIENCE

Justification - Custom audience segments are chosen to precisely target users who are most likely to be interested in your products or services. By focusing on specific demographics, interests, and behaviors, these segments enhance ad relevance and effectiveness, leading to higher engagement and conversion rates.

CUSTOM SEGMENTS

Beauty & Personal Care	In-market	3.9B	⊗
Hair Care Products	In-market	3.2B	⊗
Bath & Body Products	In-market	1.6B	⊗
Tanning & Sun Care Products	In-market	99M	⊗
Makeup & Cosmetics	In-market	1.8B	⊗
Skin Care Products	In-market	490M	⊗
Eye Makeup	In-market	480M	⊗
Face Makeup	In-market	290M	⊗

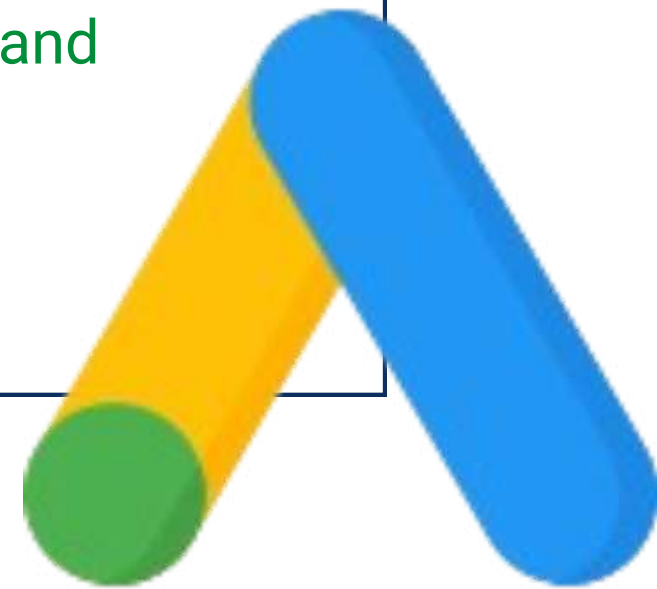|			
Lip Makeup	In-market	280M	⊗
Nail Care Products	In-market	390M	⊗
Facial Cleansers & Makeup Removers	In-market	300M	⊗
Face Lotions & Moisturizers	In-market	300M	⊗
Hair Color Products	In-market	360M	⊗
Body Lotions & Moisturizers	In-market	1.1B	⊗
Luxury Shoppers	Affinity	7.1B	⊗
Beauty Mavens	Affinity	4.1B	⊗
Shoppers	Affinity	8.4B	⊗

Shoppers	Affinity	8.4B	⊗
Beauty & Wellness	Affinity	7.4B	⊗
College Graduation	Life event	430M	⊗
Marriage	Life event	2.2B	⊗
High School Graduate	Detailed demographics	1.1B	⊗
Bachelor's Degree	Detailed demographics	1.7B	⊗
Advanced Degree	Detailed demographics	240M	⊗
Married	Detailed demographics	4B	⊗
Single	Detailed demographics	2.7B	⊗
Current College Students	Detailed demographics	540M	⊗
In a Relationship	Detailed demographics	1.8B	⊗

Justification - Using market and affinity audience segments for targeting ensures that ads reach users who are actively interested in specific products and have a higher likelihood of engagement. This approach leverages detailed consumer insights to show ads to relevant audiences, increasing the chances of conversions and optimizing ad spend.

DEMOGRAPHICS

Demographics   People with the following demographics ⑦

Gender

☑ Female   ☑ Male   ☑ Unknown ⑦

Age

[18 ▾] to [65+ ▾]   ☑ Unknown ⑦

Justification -Targeting all genders ensures inclusivity and maximizes reach, while covering the age range from 18 to 65+ captures a broad spectrum of potential customers. This approach addresses the diverse preferences and behaviors of different demographic groups, enhancing engagement and conversion rate
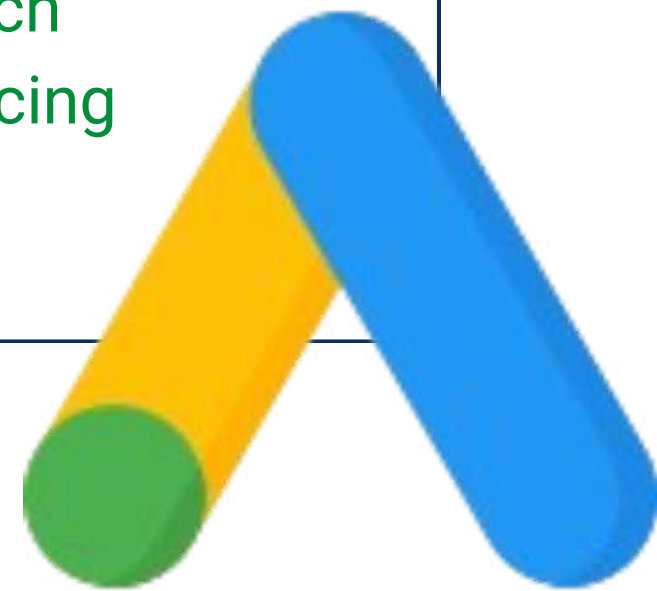
OPTIMIZED TARGETTING

Optimized targeting

Optimized targeting helps you get more conversions within your budget. Google may find people beyond your selected audience.

☑ Use optimized targeting

  ☐ Only show ads to people within my age and gender specifications

✓ Ads have seen an average of 20% more conversions by using optimized targeting

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Estimated campaign results
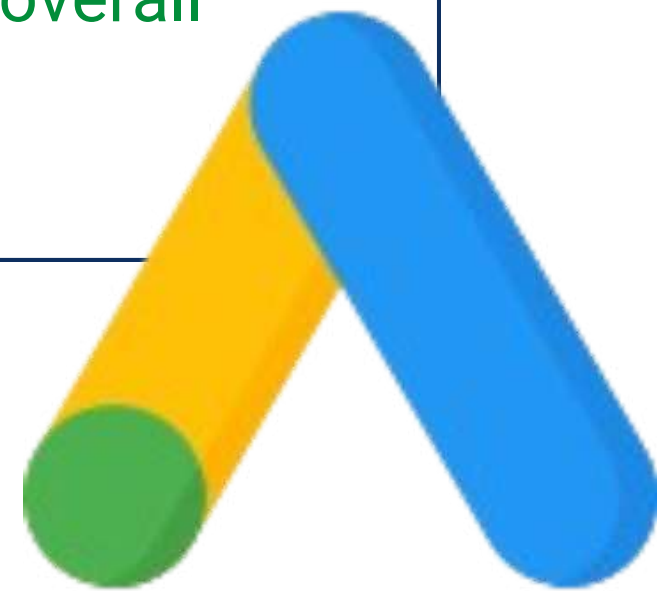Your campaign results represent estimated performance for this campaign on a weekly basis

Impressions	Clicks
1.1M – 3.3M	52K – 130K

Justification - Optimized targeting enhances campaign efficiency by focusing on audiences most likely to convert, leading to better use of your budget. This approach can increase conversions by an average of 20%, ensuring your ads reach the right people at the right time, maximizing overall campaign effectiveness.
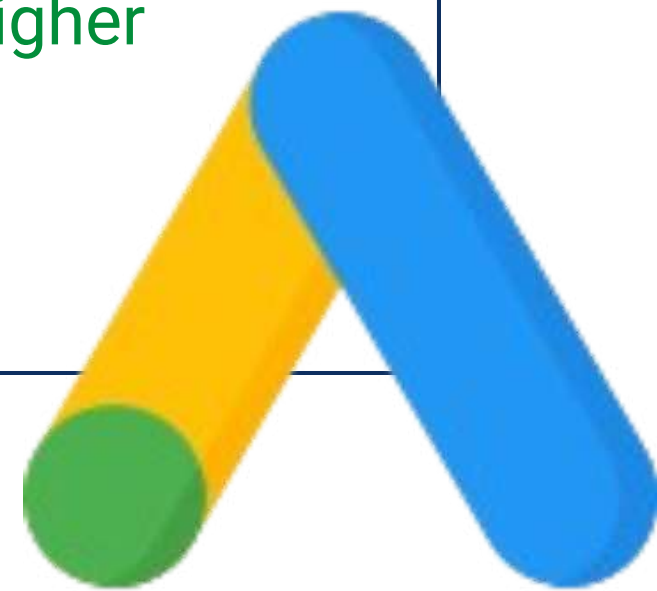
AD LEVEL

AD LEVEL

Justification - Choosing a video ad is a great strategy as it tends to capture more attention and engagement compared to static images. The ad strength is rated as "Good," and adding at least one vertical video can further enhance performance. This approach can lead to higher visibility and interaction, making your campaign more effective.
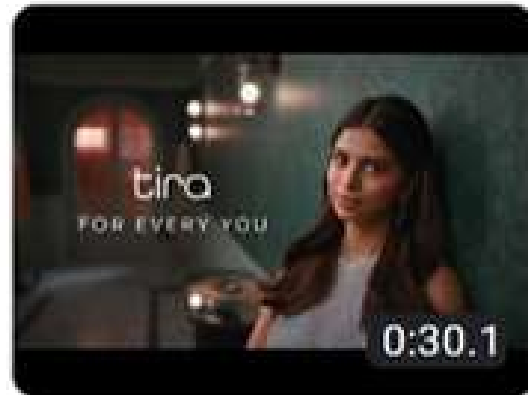
LOGO

Justification - The "Tira" logo, with its modern and simplistic design, is a crucial element of your brand identity. The red font on a light pink background ensures it is easily recognizable and versatile, enabling strong brand recognition across various platforms. This consistent use of the logo helps build trust and familiarity with your audience.
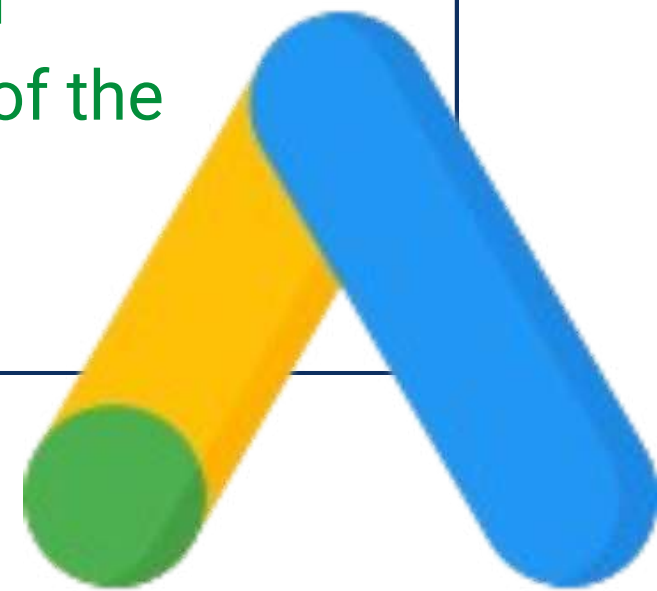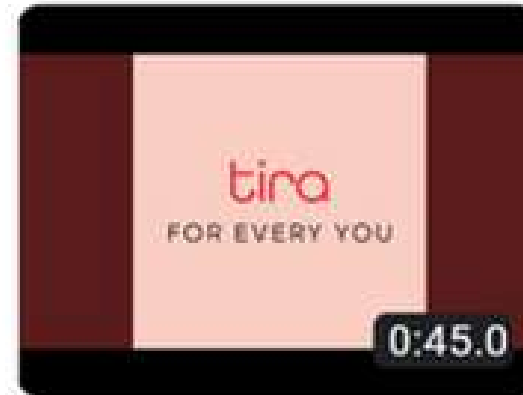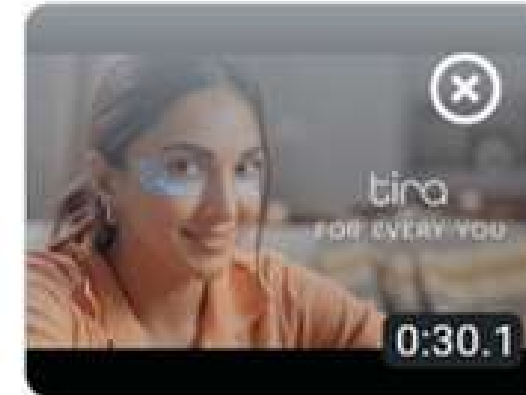
VIDEO ADS

Suhana Khan: Tira #F...
Horizontal (16:9) · Tira
0:30.1

Kareena Kapoor Khan...
Horizontal (16:9) · Tira
0:30.1

Tira X Roop Tera Mas...
Square (1:1) · Releas...
0:45.0

Kiara Advani: Tira #F...
Horizontal (16:9) · Tira
0:30.1

Everyone's Talking Ab...
Horizontal (16:9) · Tira
0:30.1

Justification - These five video ads leverage the influence of top Bollywood celebrities like Suhana Khan, Kareena Kapoor Khan, and Kiara Advani, showcasing Tira's message of inclusivity and empowerment with the tagline "For Every You." The variety of formats, including horizontal and square, ensures optimal engagement across multiple platforms, while the use of well-known faces enhances brand trust and broadens the campaign's appeal to a wider, fashion-conscious audience.
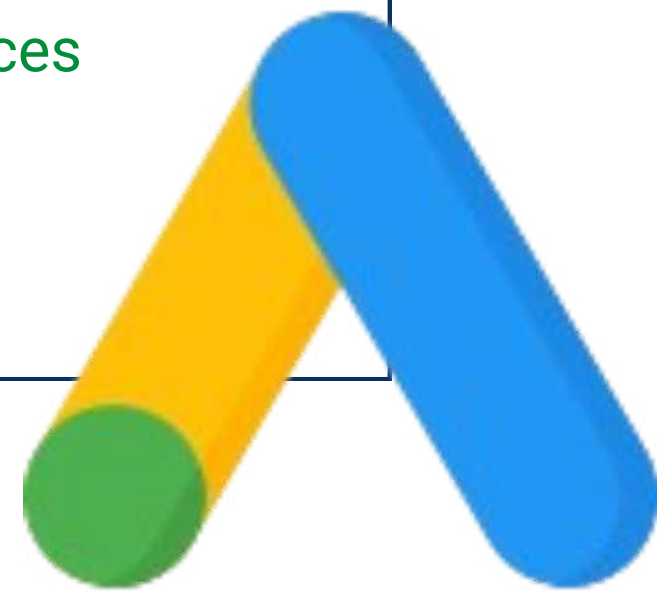
SHORT & LONG HEADLINE

Text ∧

Headline

Add up to 5 headlines

100% Authentic Products
23 / 40

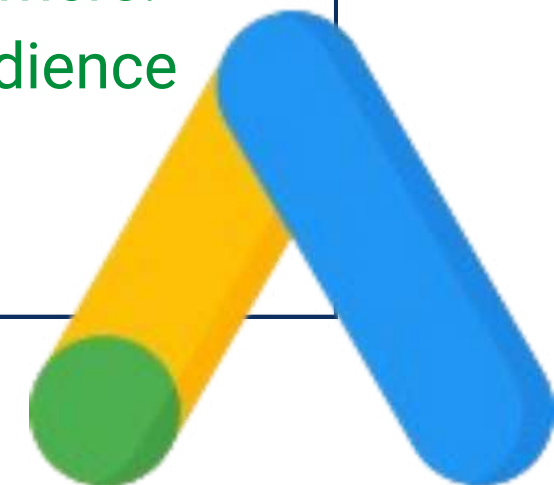| Shop beauty products at Tira |
|---|
| 28 / 40 |

Tira Beauty
11 / 40

Long Headline

Add up to 5 long headlines

Buy the best of makeup, skincare, haircare & more
49 / 90

Tira: Shop Makeup, Skin, Hair & Beauty Products Online
54 / 90

Buy the best of makeup, skincare, haircare & more from glo
88 / 90

Justification - Using both short and long headlines is effective because it allows you to capture attention quickly with concise messages while also providing detailed information to persuade potential customers. This combination ensures your ads are both eye-catching and informative, appealing to a broader audience and enhancing engagement.

DESCRIPTION

## Description

Add up to 5 descriptions

Tira: Shop Makeup, Skin, Hair & Beauty Products Online

54 / 90

Tira – An exciting beauty shopping experience

45 / 90

Buy the best of makeup, skincare, haircare & more from glo

88 / 90

Buy the best of makeup, skincare, haircare & more

49 / 90

Justification - Using four different descriptions allows you to highlight various aspects of Tira's offerings, appealing to a broader audience. This approach ensures that your campaign resonates with different user preferences, enhancing engagement and increasing the likelihood of conversions.
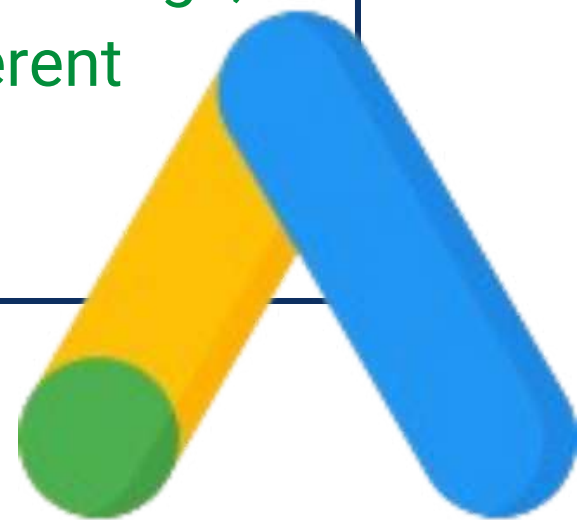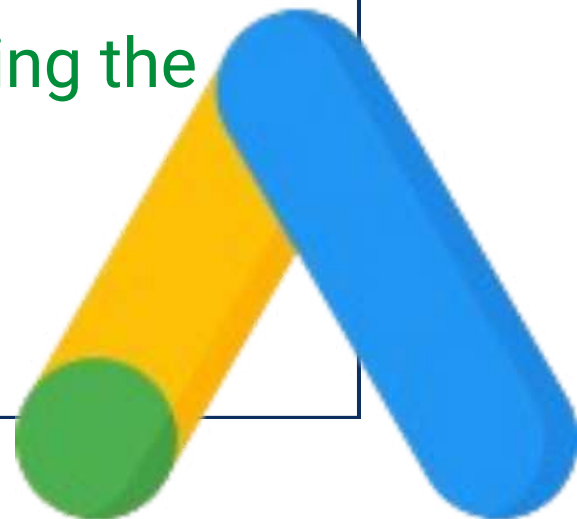
CALL TO ACTION

Call to action text ⑦

Shop now ▾

Business Name ⑦

TIra Beauty

11 / 25

Justification - The call to action "Shop now" is effective because it creates a sense of urgency and prompts immediate action from the viewer. It clearly directs users to make a purchase, enhancing the likelihood of conversions by providing a straightforward next step.
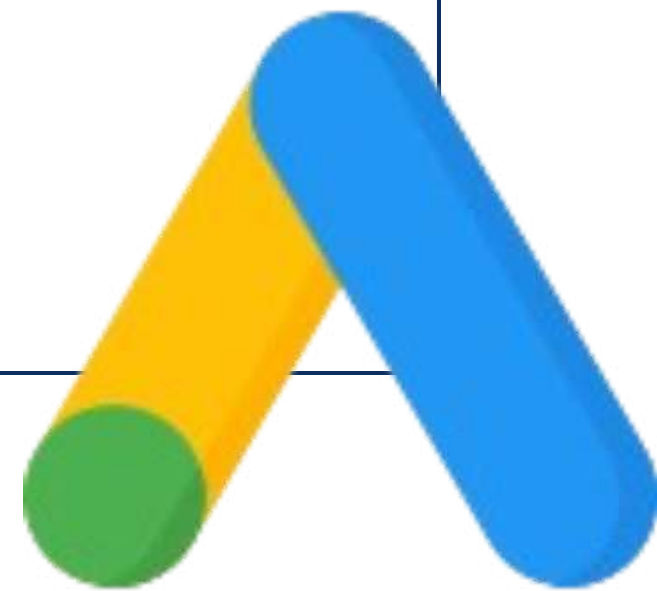
EXPECTED OUTCOME -PART A

EXPECTED OUTCOME OF PART A

- Clicks: 8,000–10,000

- CTR: 3%–4%

- Conversion Rate: 3%–5%

- CPC: ₹4–₹5

- Impressions: 250,000–350,000

PART B-UNIVERSAL APP CAMPAIGN

PART B - UNIVERSAL APP CAMPAIGN

Objective
Maximize app installs for Tira's mobile app, increasing customer engagement and retention through exclusive offers and a seamless shopping experience.

Duration
Duration: 1 month (30 days)
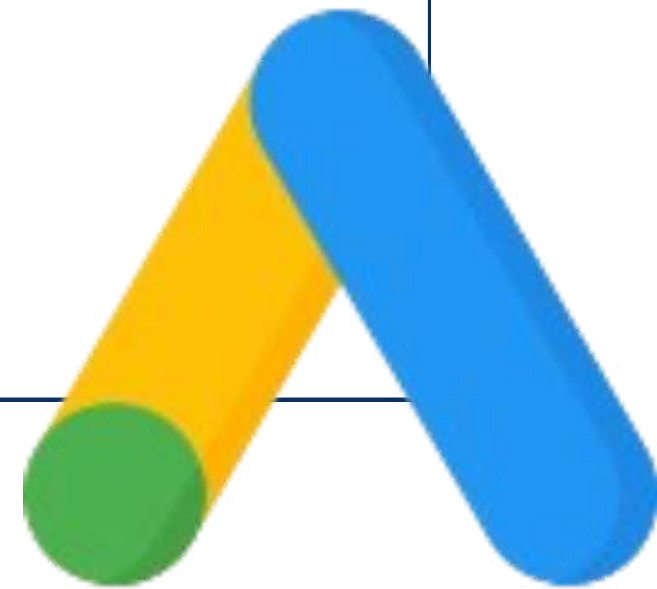
Budget
Total Budget: ₹60,000
Daily Budget: ₹2,000 (₹60,000/30 days)

Metrics
CPI | App Installs | Conversion Rate
CTR | Impressions

CAMPAIGN LEVEL

CAMPAIGN OBJECTIVE


Select an objective to tailor your experience to the goals and settings that will work best for your campaign

Sales
Drive sales online, in app, by phone or in store

Leads
Get leads and other conversions by encouraging customers to take action

Website traffic
Get the right people to visit your website

App promotion
Get more installs, engagement and pre-registration for your app

Awareness and consideration
Reach a broad audience and build interest in your products or brand

Local shop visits and promotions
Drive visits to local shops, including restaurants and dealerships.

Create a campaign without a goal's guidance
Choose a campaign type first, without a recommendation based on your objective.

Justification: Tira's app promotion campaign will significantly help the brand by driving more app installs, which in turn enhances customer engagement and loyalty. With more users on the app, Tira can offer a personalized shopping experience, send timely push notifications about new products and promotions, and gather valuable data on user preferences. This not only keeps customers informed and engaged but also encourages repeat visits and purchases, ultimately boosting sales and revenue.
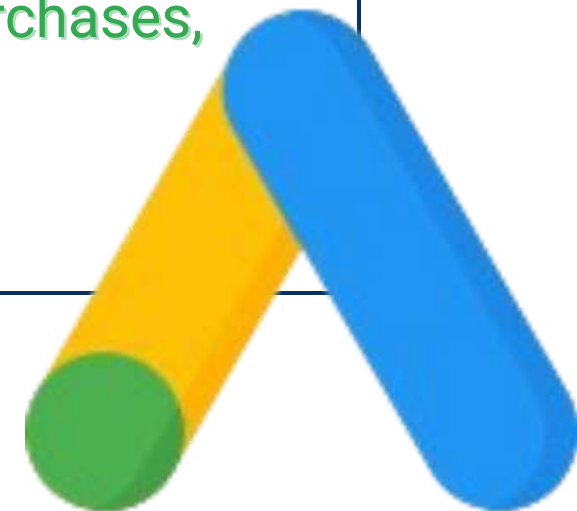
CAMPAIGN TYPE AND SUBTYPE

Select a campaign type

App

Drive downloads and grow engagement for your app
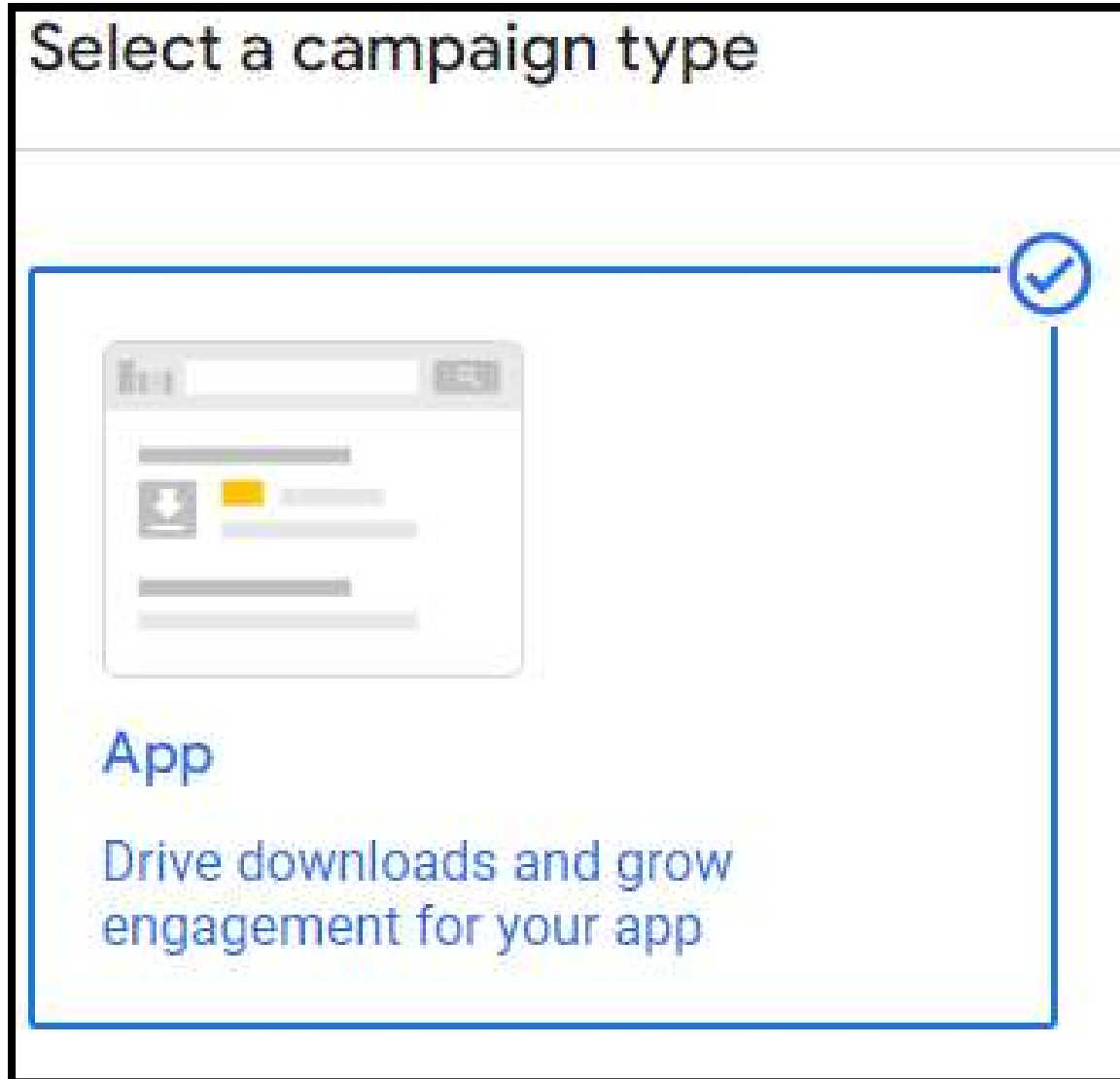
Select a campaign subtype Learn more

◉ App installs

Get new people to install your app

○ App engagement

Get existing users to take actions in your app (Minimum 50K installs required)

○ App pre-registration (Android only)

Get new users to pre-register for your app before launch

Justification: Selecting the "App" campaign type is essential for driving downloads and growing engagement for Tira's app, which is crucial for expanding the user base and increasing active usage. The chosen subtype, "Get new installs of your app," is specifically designed to attract new users who haven't yet installed the app. This approach maximizes visibility and fosters growth by effectively targeting potential users.
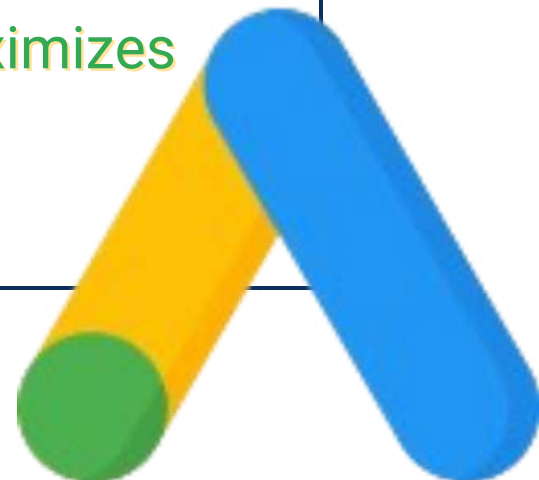
PLACEMENT

Select your mobile app's platform

○ Android

○ iOS

Tira: Online Beauty Shopping
com.ril.tira - Reliance Retail Ltd

Justification: Targeting both Android and iOS platforms maximizes Tira's reach and engagement. Android ensures broad accessibility, while iOS users often show higher spending power. This dual approach captures a diverse user base, driving more installs and app interaction.
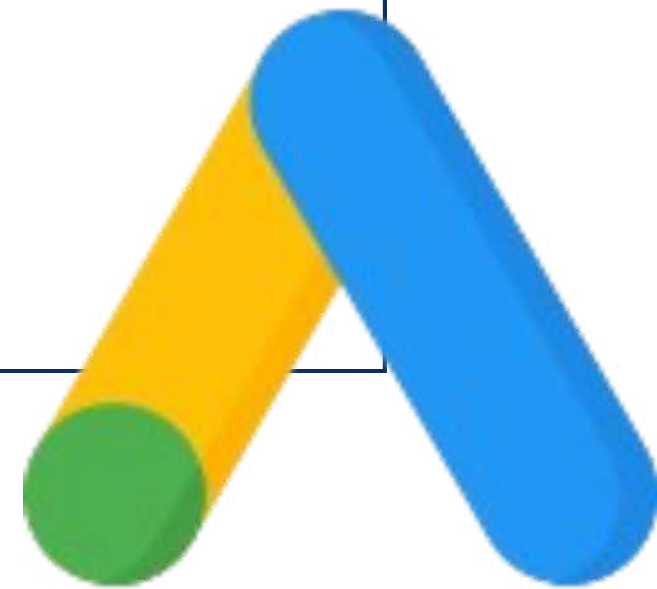
LOCATION

Campaign name

Tira Beauty- App Install

Locations

Select locations for this campaign ⓘ

- ○ All countries and territories
- ○ India
- ● Enter another location

Locations (8)

Bengaluru, Karnataka, India city

Chennai, Tamil Nadu, India city

Delhi, Delhi, India city

Hyderabad, Telangana, India city

India country

Delhi, Delhi, India city

Hyderabad, Telangana, India city

India country

Kolkata, West Bengal, India city

Mumbai, Maharashtra, India city

Pune, Maharashtra, India city

Justification: Targeting Tier 1 cities ensures Tira reaches a large, tech-savvy audience with higher disposable incomes. These urban centers set trends and offer diverse demographics, maximizing app installs and engagement. This strategic focus helps build brand recognition and influence effectively.

LANGUAGE

Languages

Select the languages your customers speak. ⊙

🔍 Start typing or select a language

All languages

Justification: Choosing all languages for the campaign ensures we reach and engage a diverse, nationwide audience. This inclusive approach maximizes the campaign's impact and demonstrates our commitment to valuing all customers, regardless of their native language. By embracing linguistic diversity, we enhance user experience and foster stronger connections with our audience.
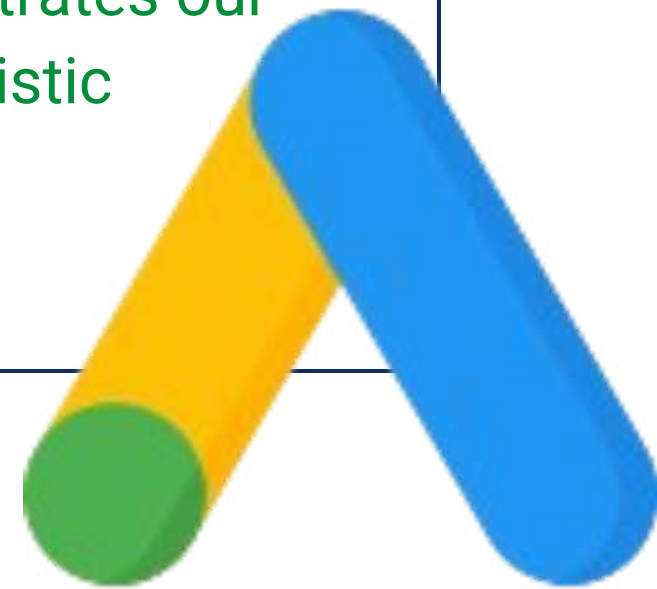
START AND END DATE

Justification: Running the campaign from 5th October to 5th November ensures a seamless transition and sustained momentum from the Part A campaign, which ends on 30th October. This overlap keeps the audience engaged without any gaps, capitalizing on the pre-festive season. Additionally, it will encourage more app installs due to the increased awareness and traffic being created by the On-going Traffic Campaign.

BUDGET& BIDDING

BUDGET AND BIDDING STRATEGY

Justification: Allocating a daily budget of ₹2,000 from a total budget of ₹60,000 ensures the campaign runs effectively for 30 days. This budget balances visibility and cost efficiency, maximizing reach and consistent ad exposure. By focusing on install volume and targeting all users, we leverage increased traffic and awareness, aiming for approximately 519 installs per day at a target cost per install of ₹3.85. This strategy optimizes our budget, driving significant app installs and engagement.
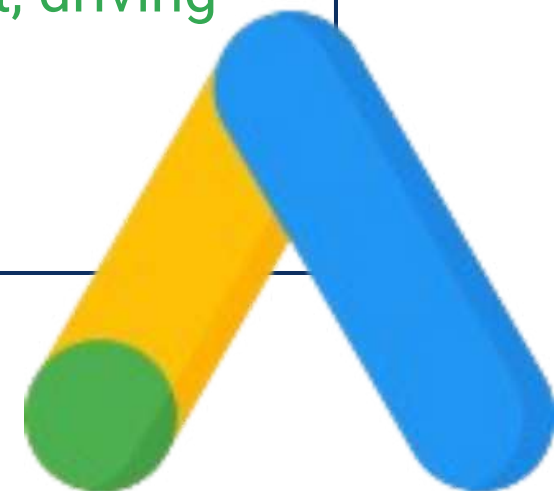
AD GROUP

AD ASSETS

Get ₹500 Off on App Download

28 / 30

Big Beauty Party on Tira App

28 / 30

End Of Season Sale Is Live

26 / 30

Tira End Of Season Sale

23 / 30

TIRA Beauty Summer Sale

Use Coupon Code TIRA500

23 / 90

Use Code Tira500 & Get ₹500 Off On First Purchase

49 / 90

Use Code TIRA500 & Get ₹500 Off On Your First Order. D‹

74 / 90

Use code "TIRA500" for ₹500 off

31 / 90

Justification: The headline captures immediate attention by highlighting a compelling benefit, such as a discount. The description provides clear details and a strong call-to-action, like using a coupon code for ₹500 off on the first purchase. This combination effectively communicates the app's value and prompts users to download it. By offering a specific incentive and straightforward instructions, the ad increases urgency and appeal, driving more app installs.
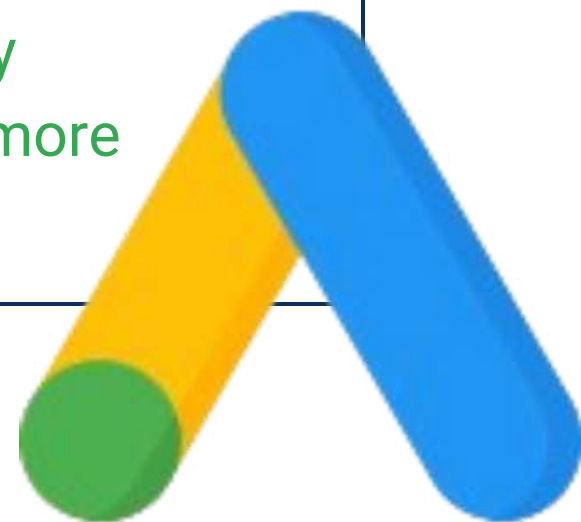
AD ASSETS- IMAGES

Images for your ad (3/20)

These assets are selected for your ad

Justification: Using an image in the campaign is crucial for capturing attention quickly and conveying the message visually. This particular image is effective because it prominently features "COSMETICS SALE," immediately informing viewers about the promotion. The vibrant pink background and attractive arrangement of makeup items are eye-catching and align with the beauty theme, appealing to the target audience. Additionally, showcasing various makeup products highlights the range of items on sale, enhancing appeal and encouraging potential customers to explore the app.
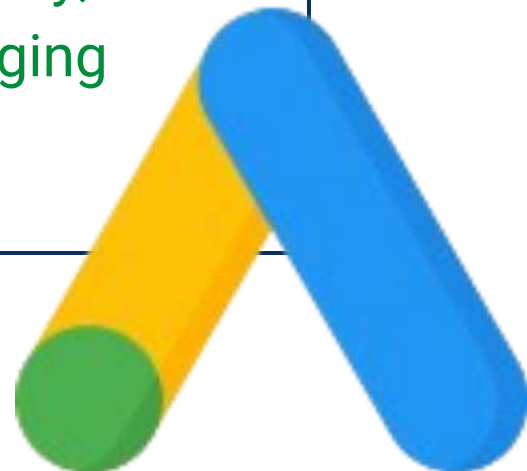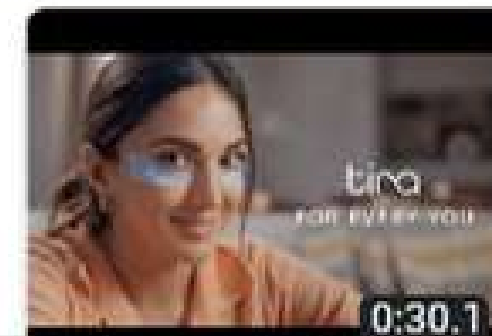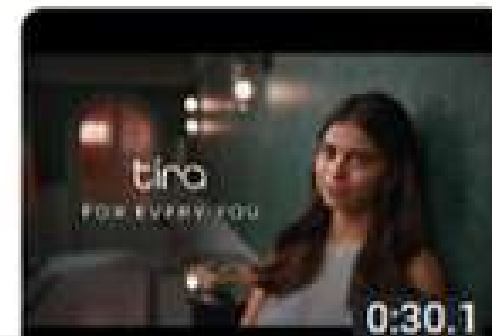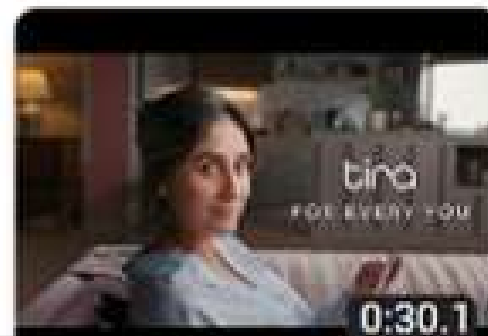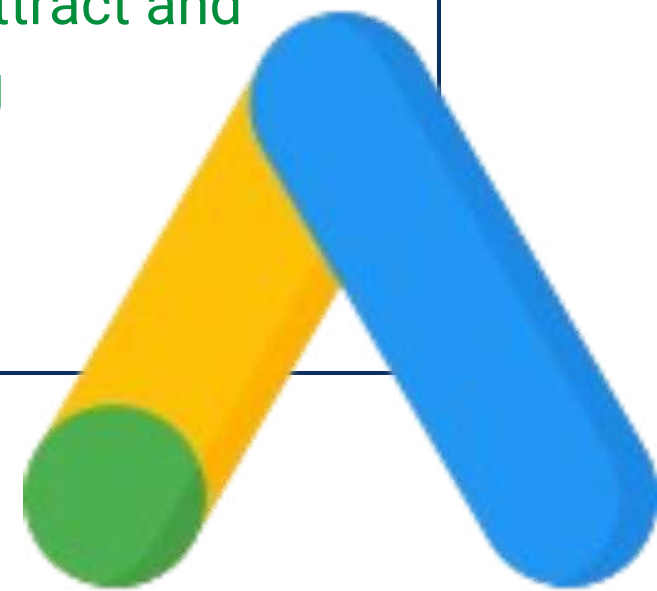
AD ASSET- VIDEOS

Videos for your ad (4/20)

These assets are selected for your ad

ⓘ Get your ad to fit in more places. Add at least one video of each orientation (horizontal, vertic... better performance.

Justification: Videos are highly engaging and convey messages quickly, making them ideal for capturing attention and driving app installs. The short duration (30 seconds) ensures they hold viewers' attention. Featuring celebrities like Kareena Kapoor Khan and Kiara Advani, these videos leverage star power to attract and engage the audience. The horizontal (16:9) format fits well across platforms. Diverse content, including testimonials and promotional clips, highlights Tira's appeal, encouraging app downloads.

AUDIENCE SIGNAL

Justification: On selecting the audience signal, the campaign targets users interested in beauty and personal care, ensuring it reaches individuals who are more likely to engage with and install Tira's app. This approach increases the likelihood of attracting relevant users, optimizing app installs, and improving overall campaign performance. Audience signals help in refining targeting and maximizing the effectiveness of the allocated budget.

CUSTOM SEGMENTS

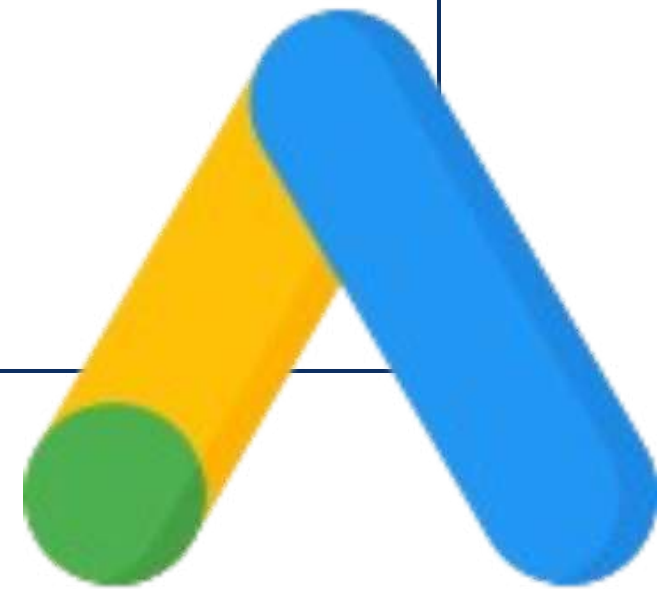|			
Beauty & Personal Care	In-market	3.9B	⊗
Hair Care Products	In-market	3.2B	⊗
Bath & Body Products	In-market	1.6B	⊗
Tanning & Sun Care Products	In-market	99M	⊗
Makeup & Cosmetics	In-market	1.8B	⊗
Skin Care Products	In-market	490M	⊗
Eye Makeup	In-market	480M	⊗
Face Makeup	In-market	290M	⊗

Lip Makeup	In-market	280M	⊗
Nail Care Products	In-market	390M	⊗
Facial Cleansers & Makeup Removers	In-market	300M	⊗
Face Lotions & Moisturizers	In-market	300M	⊗
Hair Color Products	In-market	360M	⊗
Body Lotions & Moisturizers	In-market	1.1B	⊗
Luxury Shoppers	Affinity	7.1B	⊗
Beauty Mavens	Affinity	4.1B	⊗
Shoppers	Affinity	8.4B	⊗

Shoppers	Affinity	8.4B	⊗
Beauty & Wellness	Affinity	7.4B	⊗
College Graduation	Life event	430M	⊗
Marriage	Life event	2.2B	⊗
High School Graduate	Detailed demographics	1.1B	⊗
Bachelor's Degree	Detailed demographics	1.7B	⊗
Advanced Degree	Detailed demographics	240M	⊗
Married	Detailed demographics	4B	⊗
Single	Detailed demographics	2.7B	⊗
Current College Students	Detailed demographics	540M	⊗
In a Relationship	Detailed demographics	1.8B	⊗

Justification - Using market and affinity audience segments for targeting ensures that ads reach users who are actively interested in specific products and have a higher likelihood of engagement. This approach leverages detailed consumer insights to show ads to relevant audiences, increasing the chances of conversions and optimizing ad spend.
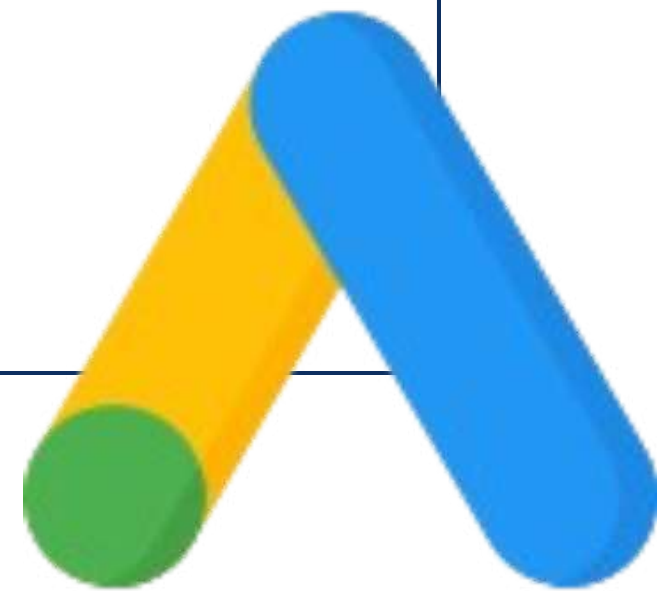
EXPECTED OUTCOME- PART B

EXPECTED OUTCOME OF PART B

- CPI: ₹3–₹3.50

- App Installs: 17,000–20,000

- Conversion Rate: 25%–30%

- CTR: 4%–5%

- Impressions: 350,000–450,000

THANKYOU !